

LUBIN, MOVIE KING, BUSINESS GENIUS, YET AN ALTRUIST

Amazing Growth of Establishment in Last 18 Years. Statistics Show Vogue of Photo-play.

This is the story of the King of the Movies. It is a story of hard work, in inventive genius, pluck and perseverance. It tells of the rise of Sigmund Lubin from a little optician's store in Eighth street between Market and Chestnut, to the head of the Lubin Manufacturing Company, in 18 years. And here he is stated that the same Sigmund Lubin is now worth some 10 or 11 million dollars, all made in the manufacture of moving picture films.

"He took life as he found it" applies literally to Lubin—both in the actual and the photographic sense. Eighteen years ago he visualized a horse eating hay and caused a sensation and some patent-infringing suits on behalf of Thomas A. Edison. Then he pictured the Corbett-Fitzsimmons fight and made money and he has adhered to the latter habit since.

But there is much of the altruist in Lubin's make-up. He is not content to keep his money. Some men collect postage stamps; others gather curious and paintings. Lubin gathers the affections of those who work for him. Go out to the big plant at 29th street and Indiana avenue and ask any one employed there. Go to Betzwood, near Valley Forge, and ask there. It will be the same story.

WORLD'S LARGEST "MOVIE" FACTORY.

The two plants of the Lubin Company constitute the largest moving picture manufacturing in the world. The business is valued at six or seven million dollars—which isn't much when you say it fast. About 600,000 feet of film are turned out weekly. The payroll is \$200,000 a day. The employees number 1,000. The property at Betzwood is worth about \$2,500,000.

There it is in a nutshell, but not the romance of the thing; the struggle to attain success, the creative ability and brains. Defeated in his original attempt to produce movies, after the Edison Company had won its patent suits, Lubin started all over again. His knowledge of optometry stood him in good stead and naturally blessed with mechanical ability, he managed to wrest success from inanimate things.

Then came the beginning of his real career as a movie producer. He started the Lubin plant on Indiana avenue—small at first, but growing almost daily. Soon he became a factor in the movie world and prosperity came to him in leaps and bounds. His business grew and doubled and tripled. To the furthest ends of the world Philadelphia-made films went to spread the fame of Lubin's broadsheet.

But Lubin never forgot that his employees were human beings. Work hard and incessantly they did, but they were well paid and better treated. Injury and ill-health did not stop pay. Lubin footed doctor and hospital bills. Lubin sent sufferers to better climates. Lubin took care of his "children."

One day the estate of Betz, the brewer, two miles from Valley Forge came into the market. It was one of the most beautiful spots in the State—500 acres of magnificent wooded and pasture land, with splendid buildings—with streams and nooks and babbling brooks. Lubin paid \$600,000 for it and straightway erected a modern factory building, installed an immense studio and promptly staged the "Battle of Shiloh." It cost \$50 a day for a week, but he had pictured the greatest battle scene ever shown on a screen!

Betzwood is open to public inspection any day in the week. See for yourself what the genius of Lubin has done. Note the beautiful buildings—the great barns, the cows, the homing pigeons, the ducks, the bronchos—even an aeroplane is there. And note, too, the happy looks of the employees, for a happier family it would be difficult to find.

GROWTH OF THE MOVIES

Since Lubin began his career the moving picture business has grown to amazing proportions. There are some 20,000 moving picture houses in the United States, with a daily attendance of 7,000,000. The annual import extracted from a willing public amounts to \$75,000,000. There is \$25,000,000 invested in manufacturing plants, \$20,000,000 in film, \$25,000,000 in the movies theatres. More than 300,000,000 feet of films were made last year—10,000 miles, or nearly enough to reach twice around the world.

"REEL" FELLOWS MEET.

The Reel Fellows Club of this city have arranged to hold their headquarters for the present at the Franz Schubert Club, 1418 Arch street. The club is composed of men prominent in the photoplay field in this city. The organization will give a

WHERE THE "MOVIE KING" RULES HIS FLITTING SUBJECTS



THE NEW FACTORY AT BETZWOOD, PA.

ball in the near future, and a committee consisting of Dave Keen, Pennsylvania Film Booking Agency; Dave Bablosky, exhibitor; Jay Emanuel, manager Ridge Avenue Theatre; Steven Talbot, Billboard, and Simon Libros, Picture Playhouse Film Company, has been appointed to arrange details.

The Motion Picture Exhibitors' Association of Pennsylvania will hold a convention at Harrisburg on January 4, 5 and 6. At the same time and place the Motion Picture Exhibitors' League will meet. Both organizations will take up with the Legislature the subject of censorship and other regulatory measures.

The movies have lured just a few more stage stars. One of the latest to succumb is Mrs. Thomas Whiffen, who will appear in this city November 16 in "The Beautiful Adventure." She has been "moved" in "Hearts and Flowers." But there are others, a partial list including Edith Tallafero, William and Dustin Farnum, Marguerite Clark, Marie Dressler, Edmund Briese (the latter in Sutro's "The Walls of Jericho"), William Elliott, Belasco's son-in-law; Edwin Arden, Raymond Hitchcock, Florence Nash, Rose Christian, Lieutenant General Nelson A. Miles and Buffalo Bill.

VISUALIZED PLAYS.

The Lubin Company has arranged for the production of its most famous plays by the World Film Corporation. Among them are "Alias Jimmy Valentine," "The Renegade," "The Deep Purple" and "The Daughter of Heaven" (by Pierre Loti). Dickens' "The Mystery of Edwin Drood" has been moved. Tom Terriss has finished Dickens' endless story according to his own ideas.

Booth Tarkington's "Springtime" has been "moved," with Florence Nash in the principal role.

Fleming's "The Second Mrs. Tanqueray" is being shown on the screen, with Arthur Maude and Constance Crawley in the principal roles.

Mr. H. Woods advertises that owing to the success of "Kick In" he will not release the film rights for the next ten years. Still, there is no law to prevent Mr. Woods from changing his mind.

FARM EXPERTS WILL DISCUSS MEANS TO INCREASE PRODUCT

Problem of Meeting Demand Caused by European War to be Considered.

WASHINGTON, Nov. 9.—How to increase agricultural production in the United States to meet foreign war conditions, was one of the problems 1009 of the leaders in agricultural research and education of the country, who gathered here today for a week's session, planned to solve. These men and women represent the association of American agricultural colleges and experiment stations and nine other organizations of agriculturists and educators.

Meat production as a factor in the progress of agriculture in this country was another question the delegates planned to consider, as was rural educational improvement.

Secretary of Agriculture Houston will deliver the address of welcome at the general session on Wednesday of the association of agriculturists and experiment stations, of which Dr. S. C. True, director of the office of experiment stations, department of agriculture, is president.

ARREST MAN WHO KILLED TWO

Tries to Commit Suicide Before His Capture Near Scene of Crime.

JERSEY CITY, N. J., Nov. 8.—August Martin, who shot and killed his two brothers-in-law George and Raymond Leonard, 19 and 23 years old, respectively, here last Friday, is under arrest in this city today.

Before he was captured he tried to commit suicide, but the bullet only made a flesh wound in his right cheek, inflicting a painful but not dangerous injury.

Martin wandered back here to get another glimpse of his home before leaving for another State.

CRAP SHOOTER GETS BULLET IN LEG

WEST CHESTER, Pa., Nov. 9.—George Chambers, a Negro, is in the Chester County Hospital here with a bullet in his leg, having been brought here from the Joseph Passmore farm, East Bradford. A crap game had been in progress in a woods near the Passmore home when the participants became involved in a fight, during which Chambers was shot. He refuses to name his assailant or to lodge any complaint. His condition is not serious.

MEMORIAL TO MRS. WILSON

Movement Begun to Provide Christian Education for Mountain Youths.

ATLANTA, Ga., Nov. 9.—Definite plans for a memorial for Mrs. Woodrow Wilson, to be known as "The Ellen Wilson Fund for the Christian Education of Mountain Youth," has been begun by interested women. A letter from President Wilson approving the movement has been received.

The plan contemplates a nationwide appeal for funds to carry out the educational work. The memorial has the support of the board of home missions of the Southern Presbyterian Church. Mrs. Wilson was a native of Georgia.

STANDARDIZED MODERN DANCING

Jessie Willson Stiles Stanley Baird Reed SPECIALIZING

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Studio of Modern Dances 1604 WALNUT STREET Mrs. Elizabeth W. Chaperone Spruce 8251.

The C. Edwood Carpenter School, 1123 Chestnut st. Experienced instructors. Teach the very latest steps from 10 a. m. to 8 p. m. everywhere. Telephone, Fibert 4507.

THE MODERN DANCES Private Lessons & Classes Taught Anywhere. Studio, 175 Mannheim St., Ph. Gin 1568. MISS SLOANE and MR. BRIST



SIGMUND LUBIN, KING OF THE MOVIES



ETHEL CLAYTON OF THE LUBIN COMPANY

NATIONS KNOW OUR NAVAL WEAKNESS, MEYER DECLARES

Former Secretary of Navy Points Out Need for Keeping Open Panama Canal and Commercial Routes.

NEW YORK, Nov. 9.—George von L. Meyer, former Secretary of the Navy, made the following statement yesterday: "What is not generally known in our country as to the decreased efficiency of the United States navy during the past 18 months is common knowledge to the Governments of the great naval Powers of the Eastern and West Hemispheres."

"While the Russian nation, previous to its war with Japan, was ignorant of its deficiency in the army and navy, it was well known and appreciated by the military authorities of Japan, and it was recognized by their experts that in a naval contest with Russia they were in no way jeopardizing their country."

"The aim of every Secretary of the Navy should be the highest efficiency of the battleship fleet, including its auxiliaries, with a preparedness throughout the navy commensurate to any occasion which might arise."

"The success of a great manufacturing plant can be tested by the consumers' acceptance of the product and the dividends returned to the stockholders."

"In the navy the output, not determinable by the public, is military efficiency, the annual dividend peace, the stock dividend success, which when declared in the final crisis is enormous."

"The present war should demonstrate to the cotton growers of the South, the farmers of the West and the manufacturers of every State the need of this country in the future of a powerful navy to keep open the Panama Canal and the commercial routes of the Atlantic and Pacific necessary for the export of their products."

"It devolves upon the press to educate public sentiment of this country to the need of an efficient and well rounded navy. For Congress will not act on its own initiative in this respect, and will act only when the country demands it."

MODERN DANCING

CHAS. J. COLL'S Corner 38th and Market Streets BEGINNER AND DANCERS' CLASS TUESDAY AND FRIDAY POLITE ASSEMBLY, MON. AND SAT. BRANCH ACADEMY 22 South 40th

MISS MARGUERITE C. WALZ Studio of Modern Dances 1604 WALNUT STREET Mrs. Elizabeth W. Chaperone Spruce 8251.

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Seeing Is Believing

The care bestowed on the upholstery, the highly polished chrome, the woodwork and other interior refinements which distinguish the new Oldsmobile are suggestive of the workmanship in a gown by Lucile or Poiret.

But you must see in order to appreciate. All descriptions, whether printed or oral and whether brief or extended, are inadequate to enable the prospective purchaser to form a correct conception of this new car.

Phone, send your chauffeur or call in person at our conveniently located showrooms.

Refinements

Concealed tool boxes in running board aprons
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WAR SEEN AS TONIC AND AS MENACE BY CAPITAL SCIENTISTS

Outdoor Life Beneficial, Says Surgeon Blue. Future Generation Weak-minded, Asserts Dr. Heidllicka.

WASHINGTON, Nov. 8.—Varied opinions on the probable effect of the war on the health of future generations is expressed by medical and scientific authorities here.

Surgeon General Rupert Blue, of the Public Health Service, is inclined to doubt the serious effect which some specialists have predicted. He sees the ravages of the battlefield and disease balanced by the tonic of outdoor life and exercise, aided by the miracles of modern medical science.

"The discoveries of medicine of the past

20 years have reduced the danger of disease to a minimum," said Doctor Blue today. "It used to be figured that those who died of disease in war were two or three to one killed in battle; you will find the ratio marvellously reduced today. When you consider the invigorating outdoor life in camp life and the exercise of marching, combined with the disease-preventing discoveries of recent years, it seems reasonable to believe that the average man, if he doesn't get shot, would come back from the war in pretty good condition. And, therefore, it is doubtful whether his participation in the war would have any ill effect on the future generation."

On the other hand, Dr. Alexander Heidllicka, prominent anthropologist and curator of the National Museum, takes the view that thousands of weak-minded children of fathers unfit for parenthood will be the aftermath of the great conflict.

"Into the war are being sent perhaps 15,000,000 men. At least one-half of the men represent the best of the nations at war. Out of the war, if it is to last at the present rate of violence even only nine months of a year, there will come back possibly four-fifths of the survivors, but among those four-fifths many will be wrecked in their physical and mental powers," said Doctor Heidllicka. "These will be the army of the chronic invalid, the rheumatic, the neurasthenic, irritable and those suffering from incurable intestinal ailments. These men will constitute alone a much greater loss, vital and economic, than those killed."

"But the injury does not stop there. These hundreds of thousands of partial wrecks will marry in most instances and

their weakness in one form or another is bound to tell in their progeny."

"It seems sure that when the final account is made of the human damage after this war that there will be no victors among the nations, only sufferers. And a few such wars would mean the suicide, physical, intellectual and finally doubtless also political and economic, of even the strongest military nation."

STEAMSHIP, AFIRE, BEACHED ON AUSTRALIAN COAST

Crew Reported Safe, With Three Vessels Standing By.

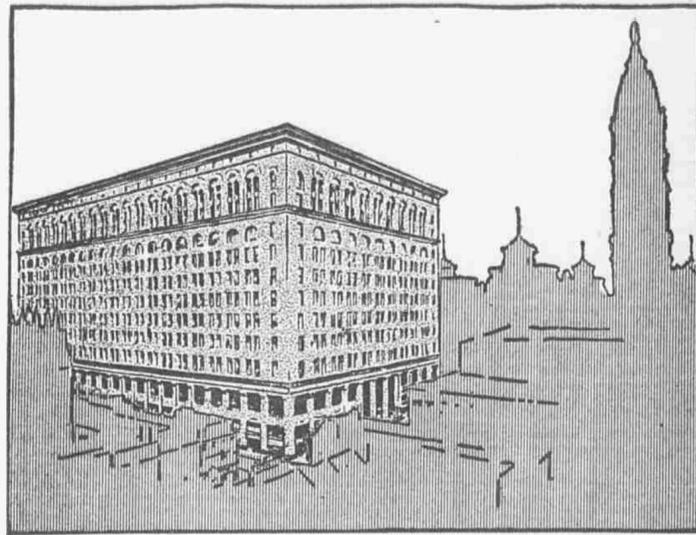
LONDON, Nov. 9.—A dispatch from Lloyd's Sydney, N. S. W., correspondent says the following wireless has been received there from the British steamship, Norfolk, bound from New York for Melbourne.

"Am afire. Position, latitude 32.27 south, longitude 147.6 east. Steamships Ceram, Koonda and Alabama are standing by."

A Melbourne dispatch to the Central News says the Norfolk caught fire on Saturday night and was beached on Ninety Mile Beach, near Port Albert, on the southeast coast of Victoria. The crew is reported safe, but the vessel's position is critical.

The British steamship Norfolk, Captain Eukhen, left New York September 12 for Melbourne, Sidney and Brisbane. She is a vessel of 2558 tons.

Store Opens 8:30 A. M. WANAMAKER'S Store Closes 5:30 P. M.



Tomorrow at Wanamaker's

A Sale of 50,000 Yards of Silks With Prices from \$1 to \$2 a Yard

This is what happened—four of the largest manufacturers in the United States needed immediate capital to buy enough raw material to keep their mills running.

The silks already finished that we agreed to take are all staple weaves, kinds that we are selling right along for this winter's gowns, wraps, blouses and linings. Every piece is double width and not an undesirable silk among them. Some are in too small lots to be advertised.

The prices are extraordinarily low. In all but one or two instances they are less than half, some only a third of what they should be.

All-silk crepe de chine, street and evening shades and black, 40 inches wide, \$1 a yard.

All-silk crinkled crepe, colors and black, \$1 a yard, and a heavier weave of the same for \$1 a yard.

Liberty satin, light and dark shades and black and white, \$1.25 a yard.

Heavy corded faille silk, moire effect. Limited number of colors, \$1.50 a yard.

Genuine charmeuse, twill back, some beautiful rare colors and black, \$2 a yard.

Satin charmeuse a well-known trade marked silk, \$2 a yard.

Printed Marquisesettes, \$1.25 a yard, and a large variety of Martine silks at \$1.50 a yard. Only a small quantity of each pattern, however.

(First Floor, Chestnut)

Dress and Waist Lengths of Many Good Silks

Will be found on special counters in the Subway Silk Store. They are all marked far below ordinary prices.

(Subway Floor, Chestnut)

JOHN WANAMAKER PHILADELPHIA

CHILDREN'S CORNER

BEFORE THE SANDMAN COMES

BURR-R, I'm cold!"
"Cold! I'm freezing! Frozen Froze!"
"I know I'll never be warm again!"
"I'm colder even than that!" exclaimed the most mournful voice of all, and the tone was so dreary and distressed that the complaining fairies almost forgot their own troubles!

"I'd like to know why you are colder than the rest of us," they demanded. "We're every one just as cold as cold can be. And you can't be any colder than that!"
"Yes, I am colder than you are," answered the fairy wisely. "I'm so cold that I don't intend to sit around here and complain about it any more! I'm going to do something about it! That's how cold I am!"

The fairies were just as surprised as they were expected to be!

"Do something!" they exclaimed. "We'd like to do something, too, but there isn't anything to do! This is just the regular cold that always comes this time of year, and it does nothing about it, it just comes!"
"Well, I don't know about that," replied the determined fairy (whose name, by the way, was Silver White); "maybe I can't stop the winter, but I am sure I can at least make myself more comfortable. I'm tired of shivering around this way!"

Now, all the other fairies in that whole forest were tired of shivering around, too; but they knew that winter had to be, that the world was made that way, so they just shivered around and never even thought of trying to make themselves more comfortable. They answered not a word, but listened with wide-open eyes as Silver White went on talking.

"I think it is perfectly silly of us,"

she continued, "to stay out here in the wind and cold. Of course, we are cold. How can we help but be when the wind blows and the sun hides his face?"
"That's just it!" exclaimed the other fairies eagerly. "How can we help it?"
"By having sense enough to hide away from the cold," answered Silver White.

The fairies looked at her in amazement. "Where in the world shall we hide?" they asked. "The flowers are all gone; even the leaves are crumpled and dry. There is no place left for a fairy to hide from the cold!"
"No place now, that is true," replied Silver White, "but I mean to ask Jack Frost to make us a winter home, and I believe he will."

All the fairies listened and watched, while Silver White hunted bravely through the forest till she found Jack Frost.

"Please, Mr. Jack Frost," she said to him, "we fairies are so shivery cold in your wintry winds, can't you make us a winter home somewhere so we can be warmer?"
"Of course, I can!" replied Jack Frost pleasantly. "Come down to the river and I'll do it right away!"
He hurried down to the river and froze tiny little houses all along the river bank. "Now," he cried, "when they were finished, 'hide in those and you'll be warm!'"

And the fairies did. And ever since that day when the winter winds come Jack Frost makes tiny ice houses for the fairies all along the river bank, and there the fairies stay, safe and warm through the whole winter!

Tomorrow—The Topsy Turveys. Copyright, 1914—Oliver Johnson, Editor.